

What is claimed is:

1 1. A system for routing network traffic, comprising:
2 a content traffic governor (CTG);
3 a content switch;
4 a data source;
5 an analysis means that analyzes customer data supplied from the data source;

6 and

7 wherein the content traffic governor (CTG), in conjunction with the analysis
8 means, sets up traffic routing rules at the content switch (CS) thereby providing routing of
9 network traffic based upon the customer data supplied from the data source.

1 2. The system of claim 1, further comprising:
2 a default web server;
3 wherein the content switch routes network traffic lacking a routing cookie to
4 the default web server.

1 3. The system of claim 1, further comprising:
2 a first web server for providing premium level service; and
3 a second web server for providing standard level service;
4 wherein the content switch routes network traffic to one of the first web server
5 and the second web server based upon a determination of a service level appropriate for a
6 sender of the network traffic, the determination being based on the customer data.

1 4. The system of claim 1, wherein:
2 the content traffic governor routes network traffic based upon analyses of at
3 least one of information about a sender of network traffic, a business, a business' customers
4 or relationships underlying any thereof.

1 5. The system of claim 4, wherein the information about a sender may be
2 determined from at least one of contents of a packet, an HTTP header, a cookie, a URL.

1 6. The system of claim 1, further comprising a user API, from which
2 customers configure parameters for the content traffic governor.

1 7. The system of claim 6, wherein the user API may be used to configure
2 at least one of web server names, matching cookie names and values; routing cookie
3 parameters, including name, value, expiration, path, and security type; user ID cookie names
4 and values; C-Insight database table names, and parameters to retrieve client profile data;
5 parameter names and threshold values of client profile database table for generation of
6 routing cookie; and routing table setting.

1 8. A method for routing network traffic, comprising:
2 determining an identity of a sender of a request;
3 determining a service level based upon the identity;
4 forwarding the request to resources appropriate for servicing requests of the
5 service level; and
6 setting a cookie in a machine sending the request to cause request from that
7 machine to be directed to the appropriate resources.

1 9. The method of claim 8, further comprising:
2 modifying configuration to change routing for a group of senders of requests.

1 10. A method for routing network traffic, comprising:
2 receiving a request for content from a client;
3 retrieving a user ID cookie from the request;
4 retrieving a user ID from the user ID cookie; and
5 fetching a routing cookie from the request.

1 11. The method of claim 10, further comprising:
2 fetching a routing cookie from another source if the request does not contain
3 the routing cookie;
4 redirecting the request to a web server;
5 deleting the user ID cookie; and
6 setting the routing cookie on a client computer source of the request.

12. The method of claim 10, further comprising:
retrieving the routing cookie ID from the routing cookie of the request;
comparing the routing cookie ID from the routing cookie of the request with
the routing cookie ID from the user ID;
deleting the user ID cookie at a client computer source of the request if the
routing cookie ID from the routing cookie of the request with the routing cookie ID from the
user ID are the same, and
redirecting the request to a web server based upon the routing cookie ID.

13. The method of claim 12, further comprising:
deleting the routing cookie and creating a new routing cookie for the client
computer if the routing cookie ID from the routing cookie of the request with the routing
cookie ID from the user ID are different.

14. A computer program product, comprising a computer readable storage
medium for holding:
code that determines an identity of a sender of a request;
code that determines a service level based upon the identity;
code that forwards the request to resources appropriate for servicing requests
of the service level; and
code that sets a cookie in a machine sending the request to cause request from
that machine to be directed to the appropriate resources.

15. The computer program product of claim 14, further comprising:
code that modifies configuration to change routing for a group of senders of
requests.

16. A computer program product, comprising a computer readable storage
medium for holding:
code that receives a request for content from a client;
code that retrieves a user ID cookie from the request;
code that retrieves a user ID from the user ID cookie; and

6 code that fetches a routing cookie from the request.

1 17. The computer program product of claim 16, further comprising:
2 code that fetches a routing cookie from another source if the request does not
3 contain the routing cookie;
4 code that redirects the request to a web server;
5 code that deletes the user ID cookie; and
6 code that sets the routing cookie on a client computer source of the request.

1 18. An apparatus for routing network traffic, comprising:
2 means for determining an identity of a sender of a request;
3 means for determining a service level based upon the identity;
4 means for forwarding the request to resources appropriate for servicing
5 requests of the service level; and
6 means for setting a cookie in a machine sending the request to cause request
7 from that machine to be directed to the appropriate resources.

1 19. The apparatus of claim 18, further comprising:
2 means for modifying configuration to change routing for a group of senders of
3 requests.

1 20. An apparatus for routing network traffic, comprising:
2 a processor;
3 a memory; and
4 at least one network interface;
5 wherein said processor is operative to determine an identity of a sender of a
6 request; determine a service level based upon the identity; forward the request to resources
7 appropriate for servicing requests of the service level; and set a cookie in a machine sending
8 the request to cause request from that machine to be directed to the appropriate resources.

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